

Learning Outcomes



In today's sessions you will:

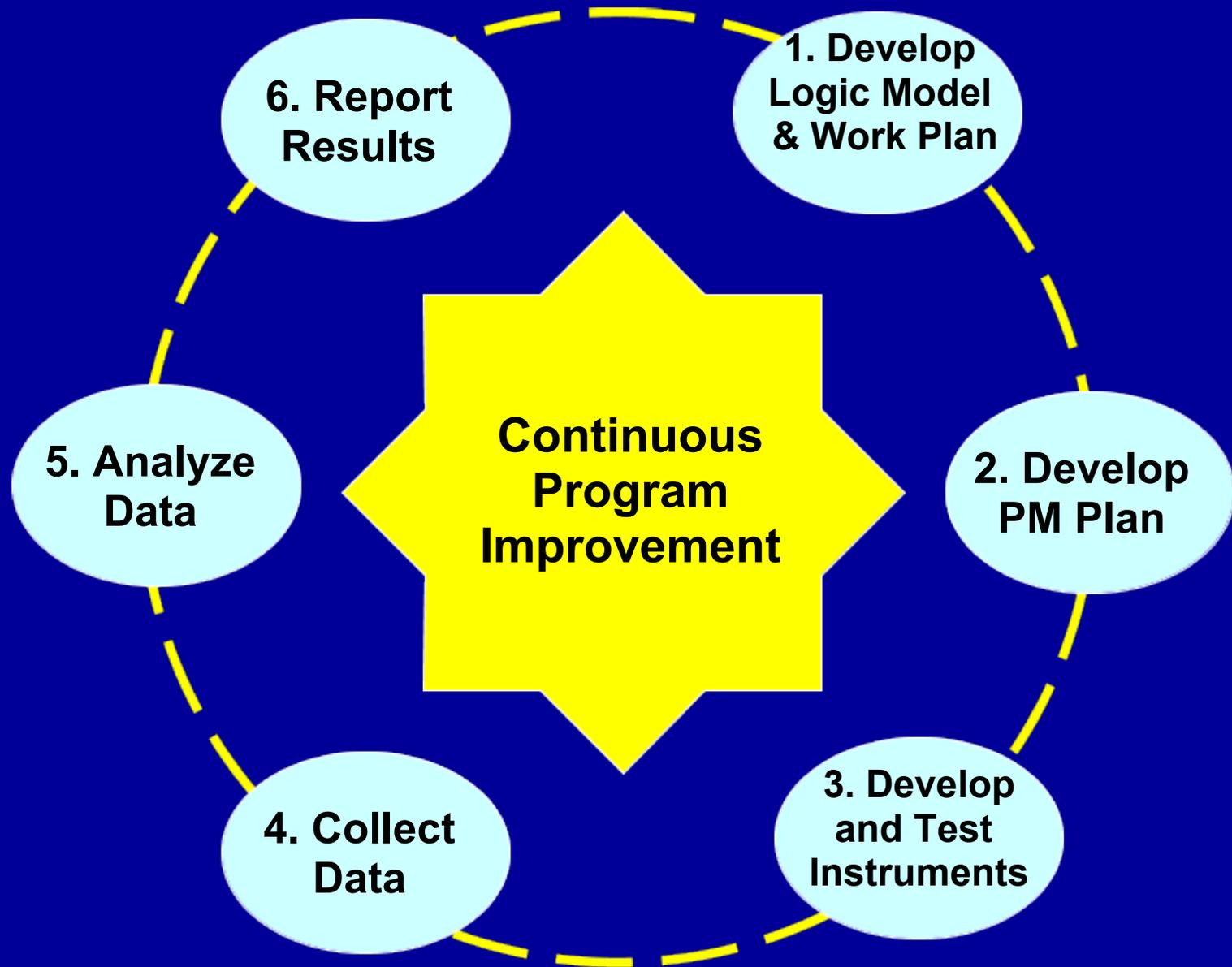
- Review basic performance measurement concepts and benefits
- Identify key steps to ensure completion of the performance measurement process.
- Review key terminology and components for strong work plans and reporting.
- Practice working with the elements of performance measurement work plans.
- Consider instrument and data collection strategies.

Uses of Performance Measurement Data

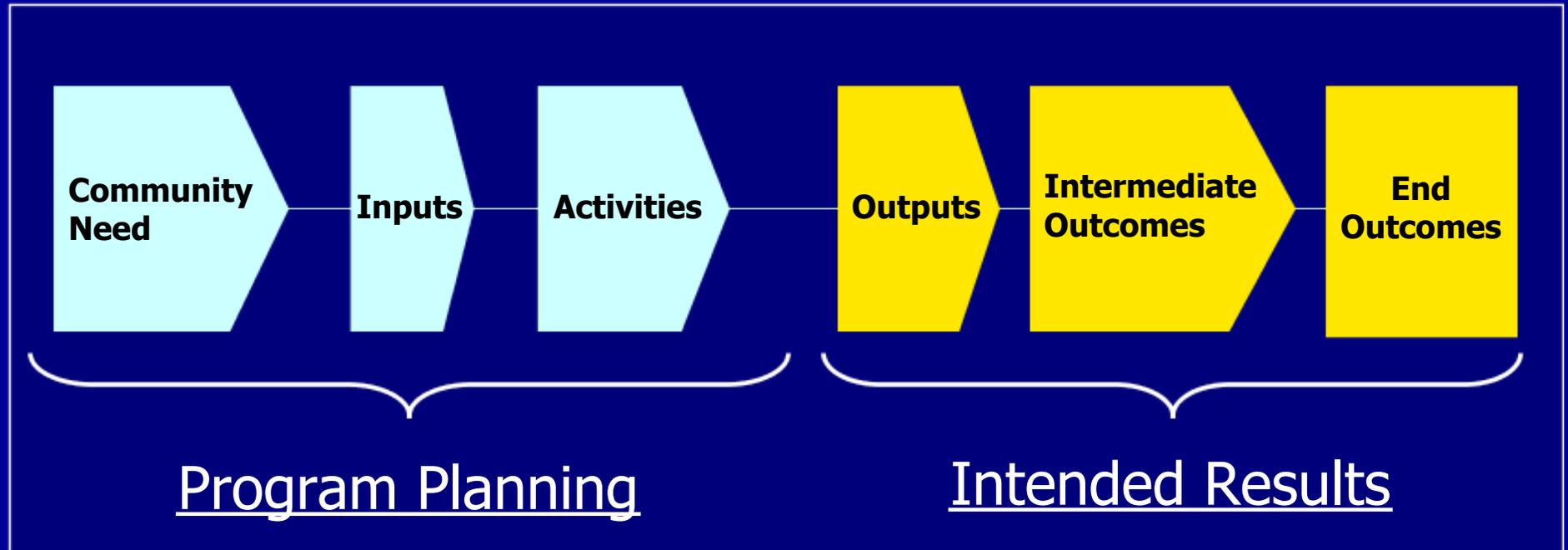
1. Continuous Improvement: Provide opportunities to re-assess project and make mid-course adjustments
1. Report and Communicate: Demonstrate value of project to volunteers, program specialist, funders and other stakeholders
1. Identify technical assistance needs
1. Provide project history

Performance Measurement Six Steps

Performance measurement is a six-step process for regularly measuring your project results.

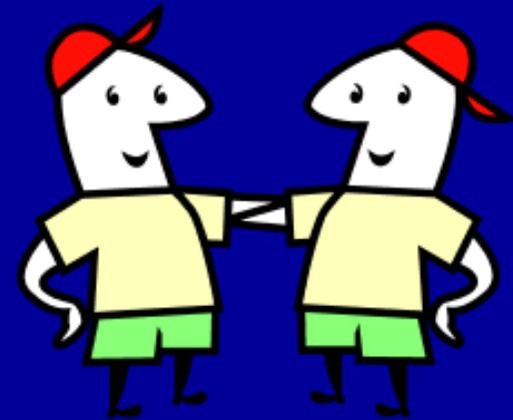


Logic Model



Work Plan as Logic Model

- **Community Need**
- **Service Activity**
- **Anticipated Input**
- **Anticipated /Outputs**
- **Anticipated Intermediate Outcome**
- **Anticipated End Outcome**



Community Need

<i>What is Community Need?</i>	<i>Examples:</i>
What identified local need is the program trying to address with its resources?	<i>The Police Department for the City of Ferndale documented a 22% increase in property crimes in neighborhoods within the city limits of Ferndale during 2007. The Police Department has contacted the RSVP of Rosewood County for volunteers to assist in establishing neighborhood watch programs in 20 neighborhoods, identified as having high rates of property crime.</i>

Introduction to Performance Measure 201 Senior Corps

Urgency of Now!

2008 National Conference on Volunteering & Service

New Project Director Training

Atlanta, GA

May 31, 2008

Allen Dietz



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Inputs

<i>What are Inputs?</i>	<i>Examples:</i>
The resources used by the program.... <i>human</i> <i>financial</i> <i>organizational</i> <i>community</i>	<ul style="list-style-type: none">● <i>Staff</i>● <i>Sr. Corps volunteers</i>● <i>Community partners</i>● <i>Equipment and Supplies</i>● <i>Facilities</i>● <i>Volunteer Training</i>● <i>Cash and In-kind donations</i>

Activities

<i>What are Activities?</i>	<i>Examples:</i>
What the program does with its resources to address community needs and make a difference.	<i>15 Senior Corps volunteers will tutor children one-on-one in reading, 3x per week for 20 minutes each time during the 9 month school year.</i>

Outputs, Intermediate and End Outcomes

- **Outputs** – The counts of the amount of services delivered, the work completed, or the products created.
- **Intermediate Outcomes** - Likely preconditions for longer-term gains; and, when positive, are usually a sign that your program is on track to achieve the related end outcomes.
- **End Outcomes** – Significant changes that have occurred in programs, communities, or individuals' lives.

Output

A simple statement about the services, work, or products volunteers have created or delivered

- Does not answer the question, “what changed as a result of our service?”
- Does not provide information on benefits or other changes in the lives of beneficiaries.

Examples:

- *Family members assisted*
- *Elderly use transportation*
- *Students mentored*

Intermediate Outcome

A simple statement that answers the questions:
What change will occur in beneficiaries you serve?

- Not the final (end) result
- Likely preconditions for more significant changes

Examples:

- *Seniors will eat a more varied diet*
- *Decrease in social isolation*
- *Mentee youth improve positive school behaviors*

End Outcome

A simple statement that answers the questions:
What significant change will occur for beneficiaries you serve (by end of year)?
● “flip side” of community need statement

Examples:

- *Mentored youth increase developmental assets*
- *Elderly maintain health*
- *Seniors improve ability to live independently*

Expanded Results



Outputs, intermediate outcomes and endoutcomes should include:

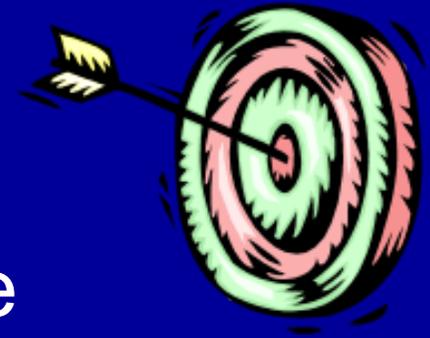
- **Indicators** (specific, measurable item that demonstrates progress toward result)
- **How Measured** (instrument and data source)
- **Targets** (specific, quantifiable level of change desired to say project was successful)

What is an Indicator?



- Information you collect to determine progress toward achieving results
- Concrete and measurable
- Answers the question, “What is my evidence that something has occurred?”
- Output indicator usually begins with “Number of...”
- Outcome indicator usually begins with “Percent of...”

What is a Target?



- Describes amount of change you anticipate achieving each year due to efforts of AmeriCorps members.
- Based on indicator – specific, measurable amount of change that will signify “success”
- Outcome Target:
 - Who/How many beneficiaries will experience change (include percent and actual number)?
 - How much change will occur in those beneficiaries (compared to baseline)?
 - Over what time period will change occur (one year)?

What is an Instrument?



- Document or form used to collect information from data source
- Data source: Person, place or group that provides you with information to measure indicators
- Examples: Attendance rosters, tally sheets, questionnaires, checklists
- Adapt existing instruments or develop your own.

Internal Agreement

Within a single performance measure

Result • Indicator • Target • Instrument

Need to all talk about the same thing

Common PM and Reporting Issues



- Outputs versus Outcomes
- Intermediate versus End Outcomes
- “Creative Writing” - Indicators and Targets
- Targets Not Related to Instruments
- Weak Community Need Statements

Exercise: Develop Indicators and Targets



So, What do I report?

Progress this reporting period

How Measured?

1. What instrument did you use?
2. Who administered the instrument?
3. When and how often were data collected?
4. Number of completed instruments:
5. Were data collected as planned?

Results/Target

1. Results:
2. Met target?

Reporting Tips

- Make sure end outcome reported is related to Community Need
- Report the identified result (Be careful not to present outputs as outcomes or inputs as outputs)
- Keep Report from wandering.
 - Pay attention to enhancements: indicator, target and how measured
- Never miss an opportunity to report.
 - Avoid “see next report” or “on-going”



What do you report when you have nothing to report?

We are:

- Introducing instrument to stations
- Gaining access to data
- Training data collectors
- Challenges and proposed solutions
- Development/piloting of instruments
- Administering pre-survey data. (If you have baseline data, report it early!)

Say something! Don't delay.

Data Collection Challenges

- Can you access the data source (beneficiaries, organizations)?
- Does a site instrument exist?
- Are they willing to give you data (burden, capacity)?
- Can they give it to you when you need it?
- Are your helpers trained?

Instrument Considerations

*Balance between “best” instrument and
“manageable” instrument*

- Connect to work plan results.
- Aim for appropriate method.
- Lower burden of use.
- Timing is everything!



2007-2008 Performance Measurement Requirements

1. 3-5 PMs from 1-2 work plans
2. At least 1 output
3. At least 1 intermediate outcome
4. At least 1 end outcome



Re-cap: Tips for Strong Work Plans and Progress Reports

- Start with a strong community need.
- Understand your project's theory of change. Use a logic model!
- Pay attention to enhancements: Indicators, Targets, How Measured.
- Focus on **alignment**
- Get stakeholder opinion
- Think about future report!



For further assistance contact...

- Your State Office
- Project STAR:
 - Phone: 1-800-548-3656
 - E-mail: star@jbsinternational.com
- The Resource Center
 - www.nationalserviceresources.org
 - Search: Project STAR